Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, More families own life insurance than any other form of thrift and savings; and,

Whereas, Life insurance has become the great base of family financial security planning with South Dakota residents owning 510,000 individual life insurance policies resulting in $70 billion in death benefit coverage; and,

Whereas, Life insurance contributes to and benefits by social and economic changes, with changes in life insurance needs being made constantly by changes in each family's own situation, and life insurance companies invest approximately $12 billion of their assets in South Dakota's economy; and,

Whereas, Life insurance renders a second great service by carrying the policyholder dollars back to "Main Street" where they go to work aiding all segments of the economy and the community as a whole while awaiting call for benefit payment; and,

Whereas, The National Association of Insurance and Financial Advisor-South Dakota (NAIFA-SD) is cooperating in a program to inform the public of the many and broad aspects of life insurance:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim January 31 - February 6, 2010, as

LIFE INSURANCE WEEK

in South Dakota.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Fourth Day of January in the Year of Our Lord, Two Thousand and Ten.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State